Forbes

30 UNDER 30

MEET THE CLASS OF 2022: 600 INNOVATORS IN 20 INDUSTRIES RESHAPING OUR WORLD

PLUS: THE UNDER 30 HALL OF FAME

Pop Royalty
MILEY CYRUS

"IF I KNOW THERE'S GOING TO BE A GREATER REWARD BY TAKING A GREATER RISK, USUALLY I'LL DO IT."

GUERIN BLASK FOR FORBES; ALEXANDRA COOPER WEARS A TIBI VISCOSE CUTOUT TURTLENECK, COS NYLON PUFFER VEST. STYLED BY DORIA SANTLOFER

December 2021/January 2022

70

30 Under 30

The 600 entrepreneurs, innovators and disruptors inventing tomorrow today. The future has never looked so bright.

Edited by Alexandra Wilson with Alexandra Sternlicht

99

FORBES BRANDVOICE WITH ISHARES

Invest for Progress

Three Ways to Integrate Climate Into Your Portfolio with ETFs

114

California Scheming

Nowhere is the affordable-housing crisis more acute than in the Golden State. To the rescue come the most notorious junk municipal-bond peddlers in the nation, and a promise to turn luxury apartment buildings into "workforce housing."

By Matt Schifrin with Isabel Contreras and Rachel Sandler

COVER CREDITS

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30 Under 30

HALL OF FAME

Ten years. 100,000 nominees. 6,000 revolutionaries across 20 industries. In honor of the 10th anniversary of the Forbes 30 Under 30, we've picked the 30 all-time all-stars. Among them: a Nobel laureate, six social media bigwigs, two crypto kings, two EV evangelists and the top-earning female athlete ever.

UNDER 30 BY STEVEN BERTONI, ELISABETH BRIER, ABRAM BROWN, MICHAEL DEL CASTILLO, AMY FELDMAN, JEFF KAUFLIN, SERGEI KLEBNIKOV, ALEX KNAPP, ALEX KONRAD, ALAN OHNSMAN, CHASE PETERSON-WITHORN, CHLOE SORVINO, ALEXANDRA STERNLICHT AND ALEXANDRA WILSON. CLOCKWISE FROM NBAE/GETTY IMAGES; IMAGINE CHINA/NEWSCOM; GUERIN BLASK FOR FORBES; DEAN MACKENZIE FOR FORBES; COURTESY OF STRIPE; JAMEL TOPPIN FOR FORBES (2)

Rihanna

CLASS OF 2012

Daniel Ek

THEN: His music streaming experiment Spotify had just entered the U.S. and had 10 million active users and was worth $2 billion.

NOW: Today *(see page 104)*, Spotify streams 70 million songs to nearly 400 million users across 184 markets. It's worth $50 billion; Ek is worth $4.4 billion.

Drew Houston

THEN: Dropbox, the file storage and sharing company that Houston cofounded in 2007 at age 24, was already one of Silicon Valley's hottest startups, with 200 million users.

NOW: A billionaire since 2014, Houston is still CEO of Dropbox, which went public in 2018 and has a $10 billion market cap; the company says it has more than 700 million registered users.

LeBron James

THEN: The Miami Heat forward, then 27, was an NBA all-star and owned a small stake in the Liverpool F.C. soccer club.

NOW: The superstar has won four titles with three teams: the Heat, the Cleveland Cavaliers and his current squad, the L.A. Lakers. Off the court, he has earned over $1 billion from deals with Nike and Walmart as well as from his appearance in *Space Jam: A New Legacy*.

NOW: Asana, which went public in September 2020, has more than 100,000 paying customers and roughly $350 million in annual revenue.

Ben Silbermann

THEN: Pinterest wasn't an overnight success. Silbermann and his cofounder, Evan Sharp, spent several years fooling around with a shopping app called Tote before shifting to digital pinup boards. Things clicked: A year after a desktop version launched, Pinterest had a $270 million valuation.

NOW: Monthly users rose 37% last year to 459 million, due to a burst of new interest in the lifestyle app during the pandemic. Silbermann remains CEO of the company, whose market cap is now $30 billion.

Kevin Systrom

THEN: Instagram was 14 months old and had just seven employees. Still, 15 million had used its filters to jazz up their photos.

NOW: Systrom sold Instagram to Facebook months after his Under 30 appearance. It now has over 1 billion users but faces concerns about its effects on teens' mental health. Worth $2.2 billion, Systrom hasn't run it since 2018. His most recent project: a Covid-tracking website he built in spring 2020.

Mark Zuckerberg

THEN: Eight years after Zuck started Facebook in his Harvard dorm room, his social network had amassed 845 million users—and was readying for its $100 billion May 2012 IPO.

NOW: Now called Meta, the company has 3.6 billion users across Facebook, Instagram and WhatsApp as its market cap hovers around $1 trillion. But amid declining interest from young users and a tarnished brand, Zuckerberg is shifting his focus to virtual reality and a still unproven idea for a metaverse.

> "I feel really satisfied with what I've accomplished so far, but also I still have some runway ahead before I reach 30."
>
> – NAOMI OSAKA –

Dustin Moskovitz

THEN: Once the world's youngest self-made billionaire, the Facebook cofounder left in 2008 to start work-productivity toolmaker Asana. By 2012, it was launching early versions of its software.

CLASS OF 2013

Patrick and John Collison

THEN: Ireland-born brothers Patrick and John dropped out of MIT and Harvard to cofound Stripe in early 2010 at ages 21 and 19, respectively. They came up with the idea for accepting credit cards on the web while on vacation in South America.

NOW: Stripe is the second-most valuable U.S. startup, worth $95 billion; the brothers each own a $9.5 billion stake. Patrick, its CEO, is diversifying Stripe to include crypto and tax collection tools, among others, ahead of a much-anticipated IPO.

Rihanna

THEN: The 24-year-old pop star had secured endorsements with Vita Coco, Nivea and perfume Reb'l Fleur.

NOW: Rihanna is a billionaire, thanks to Fenty Beauty, her 50/50 joint venture with LVMH. The brand, which makes skin color–inclusive products, is worth an estimated $2.8 billion. Her Jay-Z-backed Fenty lingerie brand raised money at a $1 billion valuation in February.

Zhang Yiming

THEN: He founded ByteDance in 2012 in a four-bedroom Beijing apartment and launched news-aggregation app Toutiao months later.

NOW: ByteDance's roughly five-year-old app TikTok has more than 1 billion users worldwide, but its future will be in the hands of someone other than Zhang, who stepped down as ByteDance's chairman in November as the Chinese government exerts more pressure on high-profile CEOs.

CLASS OF 2014

Miley Cyrus

THEN: The 21-year-old pop star had just released her most commercially successful album, *Bangerz*, and made headlines for her infamous MTV Video Music Awards performance complete with twerking. She

MONICA SCHIPPER/GETTY IMAGES

JACK HARLOW

Age: 23 • Musician

Harlow got his first taste of viral fame in 2017 when his music video "Dark Knight" went viral on YouTube, eventually clocking 7.5 million views. The singer, who grew up on a horse farm outside Louisville, Kentucky, and raps about things like fettuccine and airplane seats, has perfected the art of building a career on social media. He hasn't made a full studio album, yet every show on his 2021 tour is sold out and he has moved over $1 million in merchandise. He's already giving back, too, raising seven figures–plus for Louisville-based nonprofits and HBCUs. "I can make a million hit songs, but that doesn't compare to coming back home and saying, 'I want to lift you up with me,'" he says. *—Abigail Freeman and Alexandra Sternlicht*

Tyler Arnold, 29
EVP, A&R, Republic Records

Lydia Asrat, 29
Cofounder, 10Q Management

Reya Benitez, 29
Head of Talent Partnerships, NTWRK

Jaime Bilotti, 23
Founder, Fan to Band

Blake Coppelson, 28
Founder, Proximity

Chelsea Cutler, 24
Musician–Pop

Iann Dior, 22
Musician–Hip-hop

Lil Durk, 29
Musician–Hip-hop

Chadrick Fellers, 29
Founder, WastedPotential

Matt Geffen, 22
Management Partner, The Revels Group

Giveon, 26
Musician–R&B

Jack Harlow, 23
Musician–Hip-hop

Ronny Ho, 29
Head of Dance and Electronic Development, Spotify

Allison Hsu, 25
Senior Manager, Digital Marketing, Interscope Records

Baby Keem, 21
Musician–Hip-hop

The Kid Laroi, 18
Musician–Hip-hop

Olivia Rodrigo, 18
Musician–Pop

John Vincent Salcedo, 29
VP, Digital Marketing, Columbia Records

Macy Schmidt, 25
Founder, the Broadway Sinfonietta

Loren Shokes, 29
Attorney, Skadden

Blake Slatkin, 24
Producer

Willow Smith, 21
Musician–Rock

William Tenney, 29
Head of Streaming Strategy and Promotion, Crush Music

Leon Thomas, 28
Producer

Tinashe, 28
Musician–R&B

Don Toliver, 27
Musician–Hip-hop

Tenille Townes, 27
Musician–Country

Alex Valenti, 26
Cofounder, 3V Method

Remi Wolf, 25
Musician–Pop

Klaudia Zadlo, 26
Director, Global Research and Insights, Capitol Records

JUDGES: Miley Cyrus, Musician (Class of 2014); Justin Lubliner, Founder, the Darkroom (Class of 2019); Tayla Parx, Songwriter (Class of 2019); Phil Quist, Agent, Creative Artists Agency (Class of 2018)

ALEXANDRA COOPER

Age: 27 • Executive Producer, *Call Her Daddy*

In 2020, two years after founding the wildly popular sex-and-dating podcast *Call Her Daddy,* Cooper and her cohost, Sofia Franklyn, went through a public breakup over intellectual property. Cooper came out victorious, striking a deal with Barstool Sports, which agreed to give her full IP rights if she'd do the podcast solo with Barstool for one year. She left Barstool this past summer after landing a three-year licensing agreement with Spotify reportedly worth north of $60 million, making her one of America's highest-paid female podcasters. "I didn't go to business school," Cooper says. "I didn't know any of this stuff, trademarks and the importance of the IP." But she knows now. Today, millions of listeners tune in to a more mature version of the podcast, which focuses on mental health with guests such as Miley Cyrus, Chelsea Handler and Tiffany Haddish.

—Abigail Freeman, Haniyah Philogene and Kristin Stoller

Michelle Andrews, 21
Tim Chau, 22
Joelene Latief, 20
Cofounders, Impact

Shira Atkins, 29
Jenny Kaplan, 29
Cofounders,
Wonder Media Network

Shray Bansal, 27
Nigel Egrari, 24
Arjun Mehta, 25
Cofounders, Moment House

Willa Bennett, 27
Associate Director,
Social Media, *GQ*

Shaquille Brewster, 28
Correspondent, NBC News

Cole Brown, 26
Author

Alexandra Cooper, 27
Executive Producer,
Call Her Daddy

Ja'Leah Davis, 29
Founder, Eyeconic Television

Jeremy Diamond, 28
White House Correspondent,
CNN

Tyler Foggatt, 26
Senior Editor, the *New Yorker*

Amanda Gorman, 23
Poet

Isabella Gutierrez, 27
Correspondent, NBC News

Leo Hentschker, 25
Josh Hone, 28
Jake Seaton, 26
Cofounders, Column

Oladotun Idowu, 29
Founder, Sisters in Media

Michael Ippolito, 28
Jason Yanowitz, 27
Cofounders, Blockworks

Zolan Kanno-Youngs, 28
White House Correspondent,
the *New York Times*

Pierre Lipton, 24
Cofounder, 1440 Media

Wendy Lu, 29
Editor, *HuffPost*

Amber Mayfield, 28
Founder, To Be Hosted

Eno Oduok, 22
Founder, Naija Comm

Curt Pires, 29
Founder, Tecc Content

Morissa Schwartz, 28
Founder, GenZ Publishing

Charlotte Smith, 29
Policy Communications
Manager, Google

Alayna Treene, 27
Congressional Reporter,
Axios

Krithika Varagur, 28
Author

Bryan Washington, 28
Author

Elizabeth Woodward, 29
Founder, Willa Productions

Tevin Wooten, 28
Meteorologist, the
Weather Channel

Jasmine Wright, 29
White House Reporter, CNN

Remi Anne Yamamoto, 29
Special Assistant to the
President and Senior Advisor
for Communications for the
Office of the Chief of Staff,
the White House

JUDGES: Jazmine Hughes, Staff Writer, the *New York Times* (Class of 2018); Jason Stein, Founder, SC.Holdings (Class of 2014); Jacob Weisberg, Cofounder, Pushkin Industries; Elaine Welteroth, Author